

Message Text

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PAGE 01 BERN 02491 261007Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----123986 261408Z /53

R 2600905Z MAY 78
FM AMEMBASSY BERN
TO AMEMBASSY BONN
AMEMBASSY PARIS
AMEMBASSY VIENNA
AMEMBASSY ATHENS
AMEMBASSY BELGRADE
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY LISBON
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY MADRID
AMCONSUL MILAN
AMEMBASSY OSLO
AMEMBASSY ROME
AMEMBASSY STOCKHOLM
AMEMBASSY THE HAGUE
AMCONSUL ZURICH POUCH
INFO SECSTATE WASHDC 6322
USDOC WASHDC

UNCLAS BERN 2491

EO 11652: N/A
TAGS: BEXP, SZ
SUBJ: COMMERCIAL ACTIVITIES: COORDINATED PROMOTION MAJOR EVENTS

1. EMBASSY BERN HAS HELD OR HAS PLANNED FOLLOWING MAJOR
EVENTS IN FIELD EXPORT, TOURIST PROMOTION AND FACILITATION
INVESTMENT IN US:

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A) "STATE DAY" (DEC 6, 1977) TO INTRODUCE 50 STATE DEVELOPMENT
AGENCY REPS TO 85 SWISS INDUSTRIALISTS WITH INVESTMENT INTEREST
IN US;

B) "MICROPROCESSORS USA" (MAR 21) SEMINAR AND EXHIBITION FOR
300 SWISS TECHNICIANS, 500 VISITORS TO EXHIBIT AND 50 REPS

AMERICAN FIRMS;

C) "EXPORTER-IMPORTER DAY (MAY 17) MEETING TO INTRODUCE AMERICAN EXPORTERS DIRECTLY TO PROSPECTIVE SWISS AGENTS AND DISTRIBUTORS. ATTENDANCE: 35 AMERICAN REPS, 185 SWISS IMPORTERS.

D) "STATE DAY NO. 2" (MAY 22) REPEAT OF DEC 6 MEETING WITH SLIGHTLY LARGER ATTENDANCE. 100 SWISS INVESTORS, 43 STATE REPRESENTATIVES.

D) "US AGRICULTURAL DAY" (JUNE 15) TO INTRODUCE PROJECTED 30 US EXPORTERS OF CONSUMER GOOD PRODUCTS TO 70 SWISS IMPORTERS OF THESE LINES.

2. WE WISH TO AVOID SCHEDULING CONFLICTS, AND WE BELIEVE OTHER POSTS MAY WISH TAKE ADVANTAGE OF PRESENCE PARTICIPANTS NEARBY TO SCHEDULE SIMILAR EVENTS.

3. FOR OUR PART, WE WILL TRY TO SEND ADVANCE NOTICE OF EVENTS WE ARE PLANNING. WE WOULD WELCOME COOPERATION OTHER POSTS TO MAKE MAXIMUM USE TIME PARTICIPANTS FROM US AND ELSEWHERE. FOR EXAMPLE, IF OTHER POSTS CONCUR, WE WOULD PLAN NEXT EXPORTER-IMPORTER DAY SO THAT US PARTICIPANTS COULD VISIT SERIES OF EUROPEAN CITIES.

4. I WOULD APPRECIATE YOUR VIEWS AND SUGGESTIONS. WARNER
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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

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Subject: COMMERCIAL ACTIVITIES: COORDINATED PROMOTION MAJOR EVENTS
TAGS: BEXP, SZ
To: BONN PARIS
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/e1baa494-c288-dd11-92da-001cc4696bcc
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